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Information Technology for Business

BB1753 Assignment

Contents

About the Company

Multiple Choice Accountancy – www.multiplechoiceaccountancy.com is professional accountancy and bookkeeping service for businesses.

Their team together has gained valuable experience within a range of businesses of varying sizes in various business sectors including public, self-employed, consultants, contractors and Not-for-Profit (Charities) in the UK.

They are based in London and Kent, and aim to provide affordable services to suit our client's bookkeeping and general accountancy needs whilst also help them comply with current legalisation relating to Companies House, Charity Commission and HM Revenue & Customs requirements.

Their specialist services include:

- Payroll: weekly, fortnightly or monthly
- Sales and purchase ledger transactions processing
- Credit control services
- Bank account reconciliation
- VAT returns
- Bookkeeping accounts up to trial balance
- Management accounts
- Cash Flow Forecast
- Property, Sole Traders and Self-employed accounts
- Self Assessment and Tax Return
- Personal Tax
- Business Plan
- Investment Appraisal
- Cash Management
- Internal Control Set-up

Multiple Choice Accountancy and Bookkeeping services was established in order to provide a more affordable accountancy service for sort of businesses including consultants, contractors, sole traders, self employed and charities without compromising a high quality professional service.

With a growing client base, they remain passionate about what they do and are genuinely interested in the success of clients' businesses, taking the time to learn what is important about them. They utilise technology to reduce cost and improve efficiency, and their fees are carefully calculated to ensure they can offer all clients a professional service at a reasonable price.

They guarantee communication with clients will be person-to-person and that you will be familiar with the person dealing with your business on a daily basis. They realise that most

Comparison with other sites

Accountica - www.accountica.com (Figure 9), is also an accountancy and bookkeeping company. It has a clear theme/template throughout the site, appropriate animation, use of images and an eye catching logo (Figure 10), which also links back to the home page.
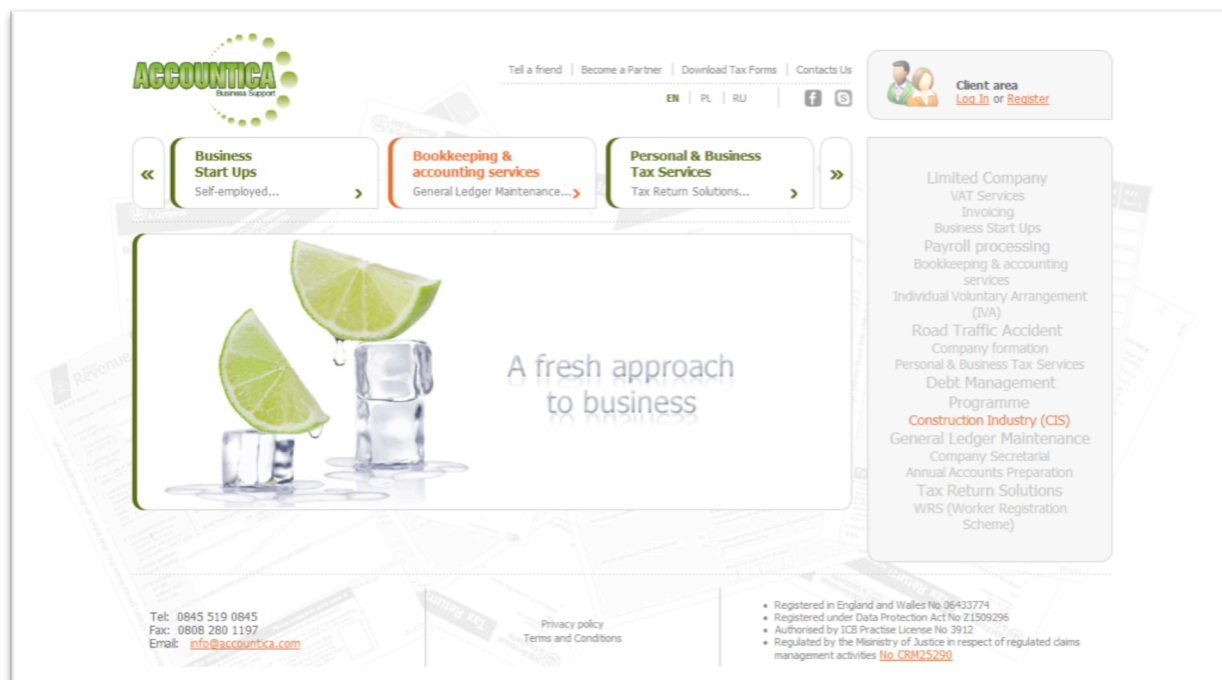
It has an interactive menu along the top which allows users to click the arrow to navigate through the options, along with a side menu, which has an automated highlight on the different options in the text, catching the users' attention – from 'Construction Industry (CIS)' appearing in orange, standing out from the grey menu to a jump up

Figure 10 the menu showing 'Payroll processing' in green. The homepage is appealing in the sense that is does not have such a great bulk of information like Multiple Choice Accountancy. The homepage also has much better looking theme of colours running through the site, with consistent font and font sizes (Figure 11). The entire homepage with all the needed navigation links can all be viewed within the length and width of the screen and there is no need for the user to scroll down.

any way distorted, as are the images on the Multiple Choice Accountancy site. There is also no repetition of images and the site works well.

Site evaluation

Multiple Choice Accountancy does not seem to have a clear theme running throughout like Accountica and Indigo Accountants. The choice of colours are not appealing and lighter colours – like those used in the Accountica and Indigo Accountants sites, seem more appropriate.

There is no proper logo for the website. A logo is an opportunity to show the modern company that Multiple Choice Accountancy states it is, and can also help when introducing a theme to the site. The navigation menu along the top is very good although it needs to include all the pages on the site, there will then be no need for the bottom menu and this will make the site a lot easier for users' to navigate around.

There is a lack of effective images across the site, as the only image used is distorted as it lacks quality and it should not be used more than once. Images like the ones used on the Indigo Accountants site would largely improve the site.

The home page of the site is not very effective, there is too much information, which could easily be simplified and the detailed parts put onto the 'About us' page. The home page needs to be to the point and show what the company is about. The length of the home page should also be kept to a minimum and all these factors will help Multiple Choice Accountancy to reach out to their audience a lot better.

Accountica had a strap line on its homepage (Figure15), and Indigo Accountants had a banner running throughout each page (Figure 13), Multiple Choice Accountancy, does not have any of these. A strap line or banner – with appropriate use of straight to the point simplified information, can be very effective and enhance the site and establish Multiple Choice Accountancy's brand and identity.

Contact us page:

The text and image are aligned via the use of a table – td, tr and table codes:

```
<table><tr><td><p>---TEXT---</p></td>
```

```
<td><img src="telephone.png"/></td></tr></table>
```

Home   About Us   Services   Our Clients   Testimonials   Terms   Contact Us

Contact Us

London branch

144 Station Road

Finchley

London

United Kingdom

N3 2SG

Tel: +44(0)20 8343 3523

Fax: +44(0)20 8343 4055

Email: info@multiplechoiceaccountancy.com

Kent branch

Unit A

Jenkins Dale

Chatham

Kent

United Kingdom

ME4 5RD

Mr A. Diakite (Office Manager chatham)

Mob: 07504 870 329

Email: diakite@multiplechoiceaccountancy.com

Please tell us what service you would want from us
and give us a preview of your needs and we will get
back to you as soon as possible.

Multiple Choice Accountancy & Bookkeeping. � Terms. All rights reserved

contactus.html

```
<html>
<head>
<meta name="google-site-verification"
content="rGy4R_IoEU9FqpKkyAtTUsw8jz-xpMo400md1lxYJUM" />
<meta http-equiv="content-type" content="text/html;
charset=utf-8" />
<title>Multiple Choice Accountancy</title>
<meta name="description" content="" />
<meta name="keywords" content="" />
<link rel="stylesheet" type"text/css" href="style1.css"/>
</head>
<body>
<title>Multiple Choice Accountancy</title>
<div id="menu">
<center>
<a href="home.html">Home</a>
<a href="aboutus.html">About Us</a>
<a href="services.html">Services</a>
<a href="ourclients.html">Our Clients</a>
<a href="testimonials.html">Testimonials</a>
<a href="terms.html">Terms</a>
<a href="contactus.html">Contact Us</a>
</center>
</div>
<div id="logo">
<center><img src="logo.png"/></center>
</div>
<h1><strong>Contact Us</strong></h1>
<table>
<tr><td>
<h2>London branch</h2>
<p>144 Station Road</p>
<p>Finchley</p>
<p>London</p>
<p>United Kingdom</p>
<p>N3 2SG</p>
<p>Tel: +44(0)20 8343 3523</p>
<p>Fax: +44(0)20 8343 4055</p>
<p>Email:<a href="mailto:info@multiplechoiceaccountancy.com">
info@multiplechoiceaccountancy.com</a></p>
<h2>Kent branch</h2>
<p>Unit A</p>
<p>Jenkins Dale</p>
<p>Chatham</p>
<p>Kent</p>
<p>United Kingdom</p>
<p>ME4 5RD</p>
<p>Mr A. Diakite (Office Manager Chatham)</p>
<p>Mob: 07504 870 329</p>
```

style1.css

```css
h1 {
color:#00ABFF;font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 14pt;}
h2 {
color:#00ABFF;font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 10pt;}
p {
color:#FF0000;font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 10pt;}
body {
font-family: Palatino Linotype, Palatino, sans-serif; font-
size: 10pt;}
li {
color:#FF0000; font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 10pt;}
td {
color:#00ABFF; font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 10pt;}
th {
color:#FF0000; font-family: Palatino Linotype, Palatino, sans-
serif; font-size: 10pt;}
#menu a {
display: block; float: left; height: 25px; margin-right: 1px;
padding: 10px 10px 0 20px; text-decoration: none; font-size:
10pt; color: #00ABFF;}
#menu a:hover {
background:  #FFFFFF; color: #FF0000;}
#menu .current_page_item a {
background:  #FFFFFF; color: #FF0000;}
#logo {
display: block; float: none; clear: left;}
#copyright {
border-style: solid; border-color: #00ABFF; border-width:
2pt;}
```